

FIFTH OF A SERIES OF ADVERTISEMENTS EXPLAINING THE EFFECT OF OUR NEW RATES

A conversation between
MRS. WHITE (who is
typical of several thousand
of our customers) about use
of electricity has been averaging
about 200 kilowatt
hours a month! And our
representative, who
is explaining the
effect of our new

"1/3 More
ELECTRICITY
for



99¢ Less

- **REPRESENTATIVE:** "Good morning, Mrs. White. Have you heard about our new low rates on electricity for home use?"
- **MRS. WHITE:** "Yes. I hear that I'll get an immediate reduction."
- **REPRESENTATIVE:** "You certainly can. There are dozens of ways you can use your free electricity. But most of the ladies who have been using about as much electricity as you, are adding Electric Water Heaters."

- **REPRESENTATIVE:** "That's true, Mrs. White. How much electricity have you been using?"
- **MRS. WHITE:** "About 200 kilowatt hours a month. Last month's bill came to \$7.85."
- **REPRESENTATIVE:** "Let's see. This is a six-year home, isn't it?"
- **MRS. WHITE:** "Yes, but my 60 free kilowatt hours aren't sufficient to operate a water heater, are they?"
- **REPRESENTATIVE:** "No. But on your new low rate, you can operate a water heater for only \$1.90 a month more than you've been paying all along. That's just a fraction over 66 a day for automatic hot

● **MRS. WHITE:** "Yes; we have live persons in our family."

● **REPRESENTATIVE:** "Then if you use 200 kilowatt hours this month, your bill drops to \$8.86. That's a reduction of 99%—or roughly one-eighth of your old bill. But in addition you are entitled to use 69 more kilowatt hours absolutely free! Isn't it worth that much?"

● **MRS. WHITE:** "Goodness, yes! Water heating is one of my biggest problems. But aren't water heaters high priced? I'm afraid we haven't the money to buy one at this time."

● **REPRESENTATIVE:** "You don't have

● **MRS. WHITE:** "In other words, I now get 209 kilowatt hours for \$6.86, whereas I formerly paid \$7.85 for 200 kilowatt hours."

● **REPRESENTATIVE:** "That's it. And do you realize that's giving you one-third more electricity for one-third less money?"

● **MRS. WHITE:** "Marvelous! I'll speak to Mr. White about it this very night. And we'll argue it all the way to the Supreme Court, having plenty of hot water, and not just to buy one. We'll rent you one for \$14.5 a month. You'll be glad to hear you pay only a fraction more than 11¢ a kilowatt to rent and operate an automatic electric water heater."

money?"

● **MRS. WHITE:** "That's just splendid. There are several more small appliances I've been wanting for some time. Now I can operate them on those 69 free kilowatt hours, can't I?"

● **REPRESENTATIVE:** "Thank you, Mrs. White. Don't put it off any longer than you can help, because we have only 250 water heaters to rent and they're going like hot cakes. Good day, Ma'am."

[F, like Mrs. White, you live in a 6-room home and have been using 200 kilowatt hours of electricity a month, take immediate advantage of your free electricity and the bargains awaiting you in increased use of your service. Come to our office.

we'll send our Representative to your home immediately.

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IT COSTS LESS!

ama's Greatest Reading Value!
The Birmingham Post

to R. F. D. Readers

\$3.00
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the POST has grown faster
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paper in Alabama like the
stands alone in the field—

The Post—financially, pro-
ing so, it is free to speak

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() Home Circle
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Get The
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Daily and Any
Six Pounds

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- () Parade Magazine 6 Months
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